



The Daily Ray, Episode 10

3 Takeaways from Social Media Marketing World

Automated Speaker: It's Friday, March 6th and this is the Daily Ray.

Ray Edwards: Welcome back to the Daily Ray, which we do every weekday at 5:00 AM Pacific time. If you join us live, it's called live at five with Ray and you can watch that stream on Facebook, YouTube, Periscope, Instagram, and coming soon to a social media platform near you. But one of those places you can find me live. We can interact, you can ask questions, you can be part of the discussion live in real time or he can be part of the discussion afterwards by listening to this podcast and leaving your comments on social media, you choose the media we'll be social. My takeaways from having spent about the last week in San Diego at social media marketing world, it was a fantastic conference. I ran myself a little bit ragged by the last night. I was totally wiped out, but it's hard not to participate in so much of the stuff that's going on.

There are so many people that I wanted to talk to, I didn't even get a chance to chat with. So, one thing to think about when you're going to a conference like social media marketing world, especially when it's that big and there's so many people you want to see is do your best to plan in advance who you're going to meet with when make appointments if possible. I did make a couple of appointments I had to cancel because of other scheduling conflicts. It was just tough. I mean you do reach a point where, and this is going to sound like, Oh, poor pitiful Ray. I don't mean it that way. If you're speaking, especially if you're featured or highlighted in any way at the conference, it becomes almost impossible to meet with everyone you'd like to because you just don't have enough hours in the day. And I'm not complaining about that. I'm sorry. For those I could not connect with, we can still connect though by phone or by email or text.

So, my takeaways, I have three big takeaways from social media marketing world and none of them directly have anything to do with social media. Take away number one, to continue on the scene. Start with your people. I spent some time with my friend Brian Dixon. He wrote the book called start with your people. The connections you have with people at these live events, meetings, seminars, trade shows, conferences, the connections you make with people. There is the most important thing about the events. The content at Social Media Marketing World is tops, bar none, but the value comes from connecting with the people and making enough time to be able to connect at a meaningful level. Depending on the level of the relationship. By which I mean

there are people who were on your inner circles or people who are on the next circle out there, people on the outer circle, and you're going to spend more time with people in your inner circle, but if you don't make that time, it won't happen. So, you've got to make it consciously. You've got to be intentional about how you're spending your time.

Let me just pause there for a moment. I said that as if I was pontificating my own perfection. I'm not. There's a couple of people that I wanted to connect with while I was there that I actually had appointments with. I had to cancel because I didn't realize ahead that I had conflicting things in the schedule that are part of my duties as a speaker and I just didn't get to connect with those people. So, I feel terrible about that. I mean, it feels horrible. So, I am saying to you that start with your people, make them the priority. When I know how hard it can be.

Number two, and this is something I heard from multiple speakers and presenters, and it's not a new idea for me, but it's taken on a new rank in my priorities. And that is people won't remember what you say, they'll remember how you made them feel. I believe it was Maya Angelou who said that it is so true. And so I challenge each of us to find ways to create memorable feelings for the people we speak to, interact with associate with our page to address, make them feel and make them feel feelings about what you're talking about in such a way that you become unforgettable. So, create emotions in other people because people don't remember what you say. They remember how you made them feel.

Takeaway number three is very simple, rest. I did not build enough rest into my schedule at the event before the event or now on the day back, I should have scheduled a couple of days completely off after the event to recover to process and rest, and rest assured, I will do that for all future events, two days on both ends. Two days before the event, two days after. It's important. So, what are your thoughts? Let me know on social, let me know on Facebook, on Instagram, on Twitter, on YouTube, Periscope. Give me your thoughts on my takeaways. Give me your takeaways if you have different ones. Let's share. And that's it for the daily Ray. Be back here tomorrow morning at 5:00 AM Pacific. Good Lord willing and the Creek don't rise. Until then, be well, be blessed and remember, I love you very much. See you.

Automated Speaker: Join Ray live every Monday through Friday at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope. For more information on joining forces with Ray and his team, visit Ray Edwards, agency.com. Back Monday with another Daily Ray.

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